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Last year's long lines and interminable waits are on the way out at many of the pavilions.

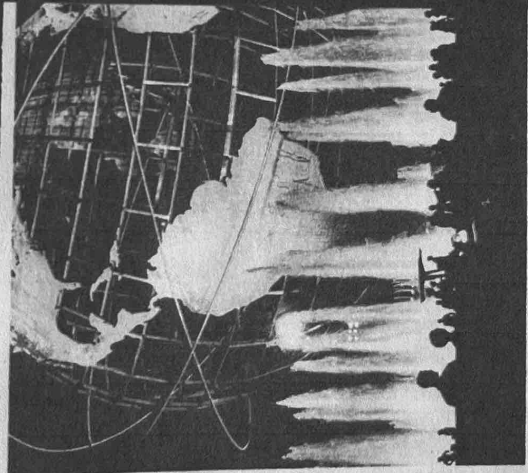
# as the 1965 season opens, here's what's new at the WORLD'S FAIR

by ROBERT P. CROSSLEY



Walt Disney's Pluto greets young visitor to Fair as Aotearoa sheep greets meeting.

Some 27 million people saw the New York World's Fair in 1964. Since it didn't see everything, it's going back this year. And besides, there'll be a lot that's new. The Fair reopens this Wednesday. The big transportation show is General Motors' Futurama, Ford's Mustang, and the new General Motors' Cruise-All. Walt Disney's autographing people and their pets, Pepsi-Cola's He's a Small World, most delightful of Disney's four creations for the Fair, Johnson's W-65 To Be Alive! IBM's Information Machine, DePue's Wonder World of Color, Kodak and Bell System—have made only minor changes. So have most of the larger foreign pavilions: Thailand, Sweden, Denmark, Iceland, Korea, Mexico and the Philippines. But three are so different, they will be the highlights of the fair near the main gate. The highlight of this exhibit, sponsored by Jovox-Hall, Honorary President of Hallmark Cards, will be a film created by Francis Thompson, producer of the surprise hit of the '64 Fair, *To Be Alive!* It is a study of a family of Chumbeil and a collection of photos, writings and personal effects. Proceeds from the admission (adults, 50¢; children, 25¢) will go to create a Churchill School of International Affairs in the United States. The United States Pavilion, one of the Fair's most exciting buildings, but which housed a disappointing show last year, will open a new Hall of Presidents, displaying documents and portraits of 13 past Presidents. Shows, the Martin Company's *Endurance in Space*, which didn't open until September, is in effect, a new exhibit for 1965, following a dramatic cinematographic color film in the spectacular new Hall of Science.



Illuminated and surrounded by fountains, Unisphere heralds bigger, better Fair this year.

Three mountain gorillas will face their clients at the African Pavilion. The U.S. Space Park, with full-size Gemini and Apollo capsules, and the business end of a Saturn V is another must. So are the Loveland Gardens, reminiscent of the Ohio Valley, and the Westport Mall, a shopping center built to attract the 700,000 visitors expected to come to the Fair (starting May 18) at the Tipitudo Band Pavilion. The Swiss Sky Ride (7:30) and tower of New York State Pavilion (adults, \$2), and the new, breath-taking views of the Fairgrounds, but do it after dark, are also musts. The National Plaza, Belgian Village, Lake Amusement Area or at the International Snack Bar in the People-to-People Pavilion. The new International Snack Bar are loaded with powdered sugar, whipped cream and strawberries.

### call of the wild

Perhaps the best news of all is that the long lines that were such a headache last year are on the way out. Many exhibitors are taking steps to speed things up. IBM will continue the recreation booth which was so popular last year. You simply reserve a seat in the People Wall for a specific time later in the day. General Electric has added seats to its revolving theater, increasing capacity from 1,000 to 2,000. Bell System has speeded up its ride; it now makes the 77-minute ride in 70 minutes. Du Pont has added four performances to its musical revue, *The Wonderful World of Chemistry*, and has checked entrance for those who wish to see only the chemical portion. Fred also has added a new entrance for people who want to see only its production exhibition area. While waiting for the Magic Show, Simsbury and Travelers Insurance are offering their handling of crowds. All in all, the exhibitors promise fascinating and uneventful that even surprises last year. You didn't get to see all the animals you had planned to in '64, but you did see more than 100 million—and take advantage of the many additions and improvements the Fair has to offer.

Two other large attractions that opened late in '64 are the Belgian Village and Brabant Street. The international exhibit, the Belgian Village recreates a Flemish town with 120 buildings, dozens of shops, a city hall with a 1,500-seat theater, a replica of an Antwerp cathedral and an air steam-driven carousel. Laceworkers and diamond cutters, artists, musicians, jugglers, acrobats and contortionists perform in wooden shops. Since 20¢ admission, the price is from 75¢ to \$6.50. Admission to the Village is 50¢. The Village Light Club, popular priced restaurants and sidewalk artists, will be free. The club gives forth with jazz until 2 A.M., and there is a live band in a look on the street.

Also new are the American Pavilion, a musical revue (no live actors) in the T. T. American Pavilion; Pryor Hall Collection, one of the world's largest, in the Better Living Center; and a miniature of Japan's famous Nikko Shrine. For sheer fun, two new attractions should increase the appeal of the fair. The new old and long show, will be presented free 4 times a day. The new 8,000-seat amphitheater on Meadow Lake. Also free (low 9¢) is the main Florida Pavilion.

The fun attraction is the Felman Carousel. Said to be the world's largest, it will be the highlight of the fair after 60 years at Covey Island, California. It will be restored the 70 galloping horses to their turn-of-the-century magnificence. Near by will be an outdoor eating area surrounded by fountains. There will be music from two carousels and free dancing.

Additional big-to-be-musicals are the Indian "Three" dressed like cowboys and the "Three" dressed like Indians. The "Three" will perform in front of the Mexican Pavilion, Walt Disney's Hall of Presidents, and the "Three" will perform in the Illinois Pavilion and deliver excerpts from his greatest speeches; and the "Three" will perform in the enormous scale model of New York in the New York Pavilion and the "Three" will perform in the U.S. Space Park, with full-size Gemini and Apollo capsules, and the business end of a Saturn V is another must. So are the Loveland Gardens, reminiscent of the Ohio Valley, and the Westport Mall, a shopping center built to attract the 700,000 visitors expected to come to the Fair (starting May 18) at the Tipitudo Band Pavilion. The Swiss Sky Ride (7:30) and tower of New York State Pavilion (adults, \$2), and the new, breath-taking views of the Fairgrounds, but do it after dark, are also musts. The National Plaza, Belgian Village, Lake Amusement Area or at the International Snack Bar in the People-to-People Pavilion. The new International Snack Bar are loaded with powdered sugar, whipped cream and strawberries.

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## Chesterfield People: They like a mild smoke, but just don't like filters. (How about you?)



Henry Silver is a retail druggist in Pennsylvania.



Norman Hobbidge writes a fashion column in Minnesota.

If you like a mild smoke, but just don't like filters, enjoy the mildest-tasting Chesterfield in 52 years. Tastes great, tastes mild: CHESTERFIELD KING.

Chesterfield People smokes satisfied. Do you?